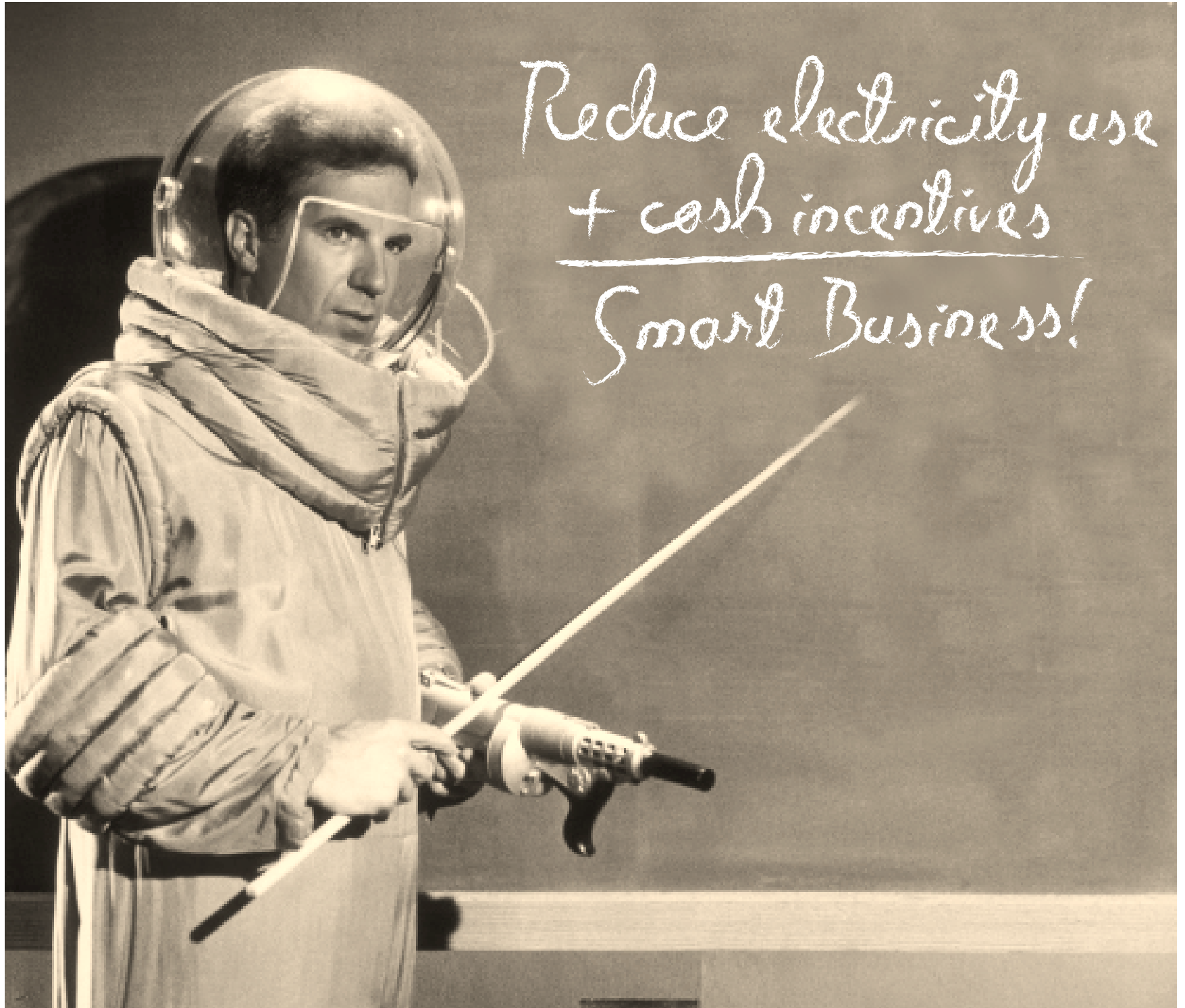


It's not rocket science.



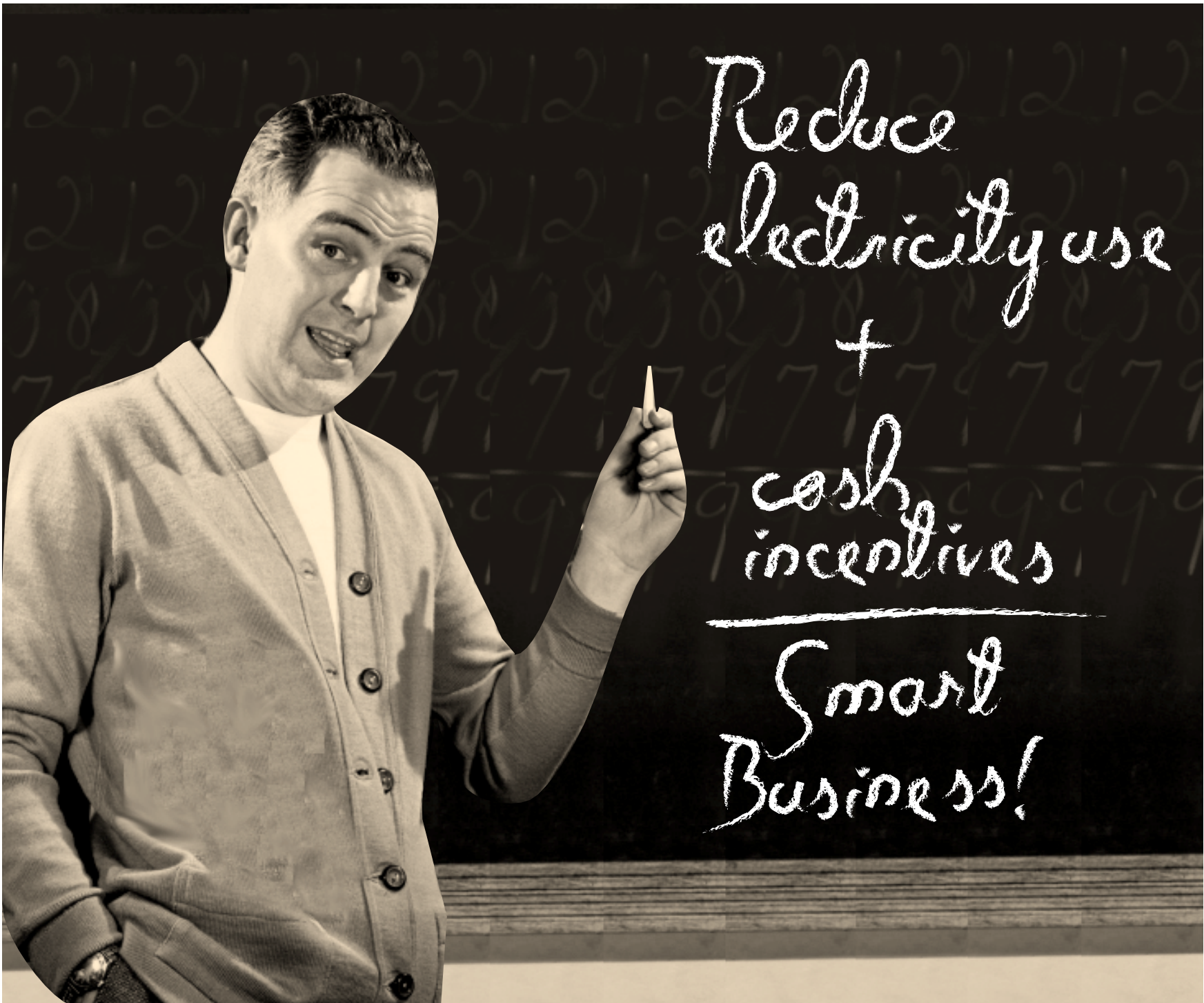
\$400 million in incentives now available to California businesses to reduce electricity use!

There are many things California businesses can do to reduce energy use. Things like installing new, high-tech, energy-efficient equipment, rescheduling high electricity demands to off-peak times, putting on a cool reflective white roof to name but a few. Just do them this summer and not only will you benefit with reduced electricity costs, you could plug into \$400 million in electricity-savings incentives provided by the State. For more information:

**Visit www.energy.ca.gov/peakload
Or call 1-800-555-7794**



Brought to you by the California Energy Commission as another way to "Flex Your Power"

A black and white photograph of a man in a cardigan pointing at a chalkboard. The chalkboard contains the following handwritten text:

Reduce
electricity use
+
cash
incentives

Smart
Business!

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POWER™**

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